References

Kotler P.,KellerK.L. (2006), Marketing Management, 4,12e:136-138

Oyeniyi O, Abiodun A.J. (2008)Customer service in the retention of mobile phone users in Nigeria. African Journal of Business Management,2 (2):026-031.

Kothari C.R. (2007) Research Methodology Methods and Techniques,Second Edition:31-52

Heskett et.al (2008) Harvard Business School Publishing Corporation,vol. JULAOU, NS, 5: 118-129

CateoraP.R., GrahamJ.L., Salwan P(2008), InternationalMarketing: 459 - 460

Beri G C, (2009), Marketing Research: 201–204

Kumar et al (2009)

LovelockC.,WirtzJ.,Chatterjee J. (2010),Service Marketing:Pages 398-410

Mosahab R.,Mahamad O.,Ramayah T.(2010), Service Quality, Customer Satisfaction and Loyalty: A Test of Mediation,International Business Research, 3(4):72-80

Shahin A.,Samea M. (2010),Developing the Models of Service Quality Gaps: A Critical Discussion, Business Management and Strategy, 1:1 - 11

Munusamy J.,Chelliah S., Hor W.M. (2010),Service Quality Delivery and Its Impact on Customer Satisfaction in the Banking Sector in Malaysia, International Journal of Innovation, Management and Technology 1:398 - 404

Rootman C., Tait M., Sharp G. (2011) Relationship marketing and customer retention lessons for South African banks, Southern African Business Review, 15 (3):184 – 206

MajumderT.H.,Rahman M.M.,(2011),Financial Analysis of Selected Pharmaceutical Companies in Bangladesh,European Journal of Business and Management

Biljana A., Jusuf Z., (2011), Measuring Customer Satisfaction with Service Quality Using American Customer Satisfaction Model (ACSI Model), International Journal of Academic Research in Business and Social Sciences, 1:232-258

Bruche G.(2011),Emerging Indian pharma multinationals: latecomer catch-up strategies in a globalised high tech industry:1-31

Ramesh T., Saravanan D.,Khullar P.(2011), Pharma Times 43(09):1 -15

Fazlzadeh A., FatemehB,Mohamadi P.(2011),How after-sales service quality dimensions affect customer satisfaction, Academic Journals , African Journal of Business Management, 5(17):7658-7664

Siddiqi K.O.,(2011),Interrelations between Service Quality Attributes, Customer Satisfaction and Customer Loyalty in the Retail Banking Sector in Bangladesh, - www.ccsenet.org/ijbm International Journal of Business and Management,6(3):12 -36

Malik S. U. (2012),Customer Satisfaction, Perceived Service Qualityand Mediating Role of Perceived Value, International Journal of Marketing Studies,4(1):68 - 76

R.Archana,Subha.M.V.,(2012),A study on Service Quality and Passenger Satisfaction on Indian Airlines,International Journal of Multidisciplinary Research,2(2):50 - 63

Khan I.(2012),Impact of Customers Satisfaction And Customers Retention on Customer Loyalty - International Journal of Scientific & Technology Research,1(2):106 - 110

Singh R., Khan I. A. (2012),An Approach to Increase Customer Retention and Loyalty in B2C world, International Journal of Scientific and Research Publications, 2,(6):1-5

AgarwalV.,ChaurasiaA.,Negi P. (2012),Business Profitability through Customer Loyalty and Satisfaction in India with special reference to Dehradun (Uttarakhand), IJMT - International Journal of Marketing and Technology, ISSN: 2249-1058,2(9): 135 - 143

Sivesan S. (2012) Service Quality and Customer Satisfaction : A case Study – Banking Sector in Jaffna District Sri Lanka, International Journal of Marketing, Financial Services & Management Research,1(10),:1-9

Anantha R. A. Arokiasamy,Abdul GhaniKanesanbin Abdullah (2013),Service Quality and Customer Satisfaction in the Cellular Telecommunication Services Provideder in Malaysia, International Refereed Research Journal,4(2),:1 - 9

Bharwana T. K., Bashir M., Mohsin M.(2013),Impact of Service quality on Customer's Satisfaction – A Study from Service Sector especially Private Colleges of Faisalabad,Punjab,Pakistan,International Journal of Scientific and Research Publications,3(5):1- 7

Gengeswari K., Padmashantini, P. (2013),Impact of Customer Retention Practices on Firm Performance, International Journal of Academic Research in Business and Social Sciences,3(7): 68 - 84

Mistry S.(2013), Measuring Customer Satisfaction in Banking Sector With Special Reference to Banks in Surat City, Asia Pacific Journal of Marketing & Management Review,2 (7): 132 - 140

Ladokun I.O., AdeyemoS.A,Ogunleye P.O (2013),Impact Of After Sales Service On Consumer Satisfaction And Retention. A Study of LG Electronics in Ibadan, Nigeria, (IOSR-JBM),11(4),54-58

Oko,NDU A. E.(2013) After-Sales Services and Consumers' Perception of Quality: A Study of Refrigerator Users (Consumers) in South East Nigeria- Business and Management Horizons, 1:56 – 83

Vetrivel S.C. (2014) Customer Satisfaction on Service Rendered by Private Sector Banks, IJMSRR, E, 1(2): 209- 214

VijayalakshmiV, Srividya M.,(2014) A Study on Financial Performance of Pharmaceutical Industry, Journal of Management and Science,4:1 - 19

Du Y., TangY. (2014),A Literature Review on the Relationship between Service Quality and Customer Loyalty, Business and Management Research,3: 27 - 33

Umesh G.W.H.D.P –(2014)nternational Journal of Scientific and Research Publications, 4,(11):1-8

Agarwal S., Bhardwaj G.,Thakur K S ,(2014),Gap Analysis between Customer Expectation and Employee Perception on Impact of Various Service Dimensions on Customer Satisfaction, IIJM,2,(1): 27 - 41

Murty T N, Shaik(2015),Customer Satisfaction towards in Banking Services in India,IJBARR, E- ISSN -2347-856X ISSN -2348-0653,1(9):45 – 48

Murali S., Pugazhendhi S., Muralidharan C. (2015),Evaluation of Performance of After Sales Seervie- A comparative Studdy Involving Home Appliances Manufacturing Firms, ARPN Journal of Engineering and Applied Sciences,10:5614 - 5619

TheebanKumar.B, Mahalakshmi.M,(2015),Customer Satisfaction towards Apollo Tyers in Ciombatore city,International Journal of Business and Administration Research Review, E- ISSN -2347-856X ISSN -2348-0653, 1(11):210 - 214

Karmugil S.,Kannapa R.(2015),A Study on Customer Satisfaction towards Amway Products in Tiruchirappalli Town,International Journal of Advance Research in Management and Social Sciences,4:54 - 58

Mohd J.,GuptaP.,Saxena V.(2015), Customer Satisfaction And Service Quality In Four Wheeler Automobile Service Industry: A Review,2(9):30 - 34

DilPazir, A. I., Insha Amin et.al (2015), A Study of Customer Satisfaction Towards Hotel Industry in Kashmir Valley,.,/ International Journal of Management Research & Review IJMRR,5(12) , Article No-1: 1117-1123

Chandra U., Sridharan S.,Shwetha G.S.(2016) ,Opportunities and Challenges of Indian Pharmaceutical Sector: An overview,International Journal of scientific research and management(IJSRM),4,(06):4287-4302

Phatak A.M.,Hotwani J. H., Deshmukh K.R., Panchal S.S., Naik M.S.(2015),Int J Med Res Health Sci.4(4):744-748.